December Workplan Logistics
(DTS 12/1 - 1/2/98)

	WINSTON (TBD)	WINSTON Cigarette/ Tobacco Store Carton Onsert	DORAL Supermarket $2 Carton Buydown	DORAL② Supermarket 40¢ Off 2-Pack Promotion
I. Selling/Execution Detail				
Promotion Details		WINSTON "No Bull" Onsert with name generation (not a coupon). Field may also apply appropriate discount offer.	DORAL $2 Carton Buydown (Active Trigger, i.e., GPC, Basic or Marlboro discounting not required).	DORAL 40¢/2 Packs in conjunction with DORAL 2-Pack Discount Cards (cards do not have specific values printed on them). (Active trigger, i.e., GPC, Basic, Marlboro discounting not required.)
Display Size/Load		100	N/A	N/A
Offer/Materials - Item #:		Onsert -527153 POS Kit -527150	N/A	533450
- Includes:		Onserts-527153 POS Kit-527150 (2 Header Cards, 2 Side Cards, Paster)	N/A	100 Cards and 2 Tent Cards for pricing
- SKU Packing:		Onserts - 100/SKU POS Kit - 1/SKU	N/A	100/SKU
Recommended Displays		527951 CTS - 8-Case Display	Temporary Floor Display or On-Shelf with High Visibility Price Communication	RJR Promotional Pack Platform
II. ROU Detail				
Promotion #		700557	N/A	701622 (cards only)
Allocations Available		7/7	N/A	Open Order
Model Available		N/A	N/A	N/A
Allocation Adjustments to Model		N/A	N/A	N/A
Templates Available		N/A	N/A	N/A
Value-Added Transfer Deadline		N/A	N/A	N/A
First Order Date:		10/6	N/A	10/6
First Delivery Date to Direct Accounts:		11/3	N/A	11/3
Reporting Dates:		12/1 - 1/30/98	N/A	N/A
SIS Reporting:		WIN AUG/DEC CTS	Use appropriate DORAL buydown code	DOR 2 PK CD 3Q/4Q and appropriate discount code
Promotional UPC		N/A	N/A	12300-23855
Product UPCs		N/A	N/A	N/A

① WAM accounts will participate in this promotion.

② Priority regions - Pittsburgh, Cincinnati, Richmond, Winston-Salem, Seattle, Denver, Minneapolis - Follow above guidelines unless an active trigger is present and you are matching a higher value. If so, packs should receive appropriate buydown based on your carton buydown denomination (e.g., $2.50 and 25¢ pack or 50¢/2 packs with DORAL discount cards).

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Source: https://www.industrydocuments.ucsf.edu/docs/nqnn0000

WINSTON

Fourth Quarter Promotion Objectives/Strategies

- October B2GF Hat
  - Generate competitive full-price trial on New WINSTON, Full Flavor KS Box, Light KS Box (50%) and Full Flavor KS Soft, Light KS Soft(50%). Provides offer with a No Bull premium relevant/appealing to the target smoker.
  - Delivers the "Stick to Stick" message on back of the packaging.
  - Place in pack Partner outlets, concentrating on convenience/gas.
  - Provide an additional $5 per 12m case equivalent VAP payment to ensure that WINSTON promotions are shipped to retail the first week.

- December Pack Promotion
  - To be determined and communicated at a later date.

- Fourth Quarter Deeper Promotion Coverage (DPC) - WINSTON Full Flavor Box and Lights Box Styles.
  - Deliver positioning, provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
  - May be worked throughout the quarter.

- December Cigarette/Tobacco Store Carton Onsert
  - Communicate the "Stick to Stick" message via carton onserts to use in conjunction with Price Gap funds. Onserts do not have preprinted denominations.

    NOTE: For maximum promotion visibility and impact, strive to work this program on the 8-case CTS display (May be utilized for two brands if needed)

- Accrual Sleeves
  - Add equity/positioning to discounting efforts by emphasizing brand trademark and color palette (red-white-red) by providing brand specific 2, 3, 5-pack sleeves to support discounting efforts funded by Retail Accrual/GAP.
  - Utilize in all outlet types.

Presence Objectives/Strategies

- Workplan POS
  - WINSTON should have the primary presence in WINSTON priority markets and should convey the WINSTON proposition in all markets.
  - Provide dominant, big brand presence with Red-White-Red advertising in all outlets.- Communicate multiple messages on package displays, "No Additives
  - New WINSTON - True Taste", "No bull in this Box" and "The only leading brand with no additives".

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